

"PULL-TOGETHER" SPIRIT PROMOTED BY CONVENTIONS

Secretary of Hawaii's Community-advertising Organization Emphasizes Benefits

NO PLACE ELSE COULD SUCH GATHERING COME

Value of Promotion Work Clarified Before Eyes of Delegates

By ALBERT P. TAYLOR,
Secretary Hawaii Promotion Committee

Where on earth could another Civic Convention be held in the vicinity of an active volcano, except in the Hawaiian Islands, that beautiful group of islands where summer is "winter" and winter is "summer," and where every month of the year appears to be the happy month of May?

Where on earth, except in this Paradise of the Pacific, would all the communities gather in a town not far from a volcano whose fires and lava are eternal?

The instinctive law of self-preservation has no potent meaning amongst the dwellers in the Hawaiian Islands with reference to the Volcano of Kilauea, because, where other countries make capital of their climate and their scenic attractions, so does Hawaii make capital of the activity of its Volcano, the most accessible wonder of the world.

It is significant, therefore, that representatives of the leading commercial, civic and political organizations of each of the islands of the Hawaiian group should meet in convention in the beautiful seaport town of Hilo, only 25 miles distant from the crater of Kilauea, and there discuss matters vital to the progress of the territory. Even there in convention assembled, the trend of discussion, insofar as publicity is concerned, will urge the further capitalization of the Volcano as the greatest advertising asset, not only in the Hawaiian Islands, but in the entire Pacific region.

Value of Promotion Work Emphasized

The Hawaii Promotion Committee has a deep and settled conviction that, through the medium of the Civic Convention, a clarified statement of the value of publicity work has been made. The Promotion Committee was one of the original supporters of the Civic Convention movement, promotion being the subject of a number of addresses at the various annual conventions. There is no doubt but that the solid pedestal of publicity work, which has been constructed by the Promotion Committee, has, in some measure, been attributable to the Civic Convention.

For many years the Promotion Committee, organized by Oahuans and supported principally by Honolulu contributions, was impartial in its public campaigns as regards the other islands. But there was lacking the element of general sympathy from the communities of the other islands until the subject of promotion became conspicuous in the Civic Convention programs. There followed a progressive and decided attention in the attitude of the "outer islands" toward the committee work, resulting finally in the legislature indicating in a very substantial form its judgment that the tourist crop was a very valuable one. Followed then a change in the bylaws of the Chamber of Commerce of Honolulu, wherein the policy of extending the membership of the committee to include representatives from the other islands, whose appointments now rest with the governor.

Results are far-reaching.

This new policy has had a far-reaching effect, for the representa-

Commodious Hall For Convention Sessions



Masonic Temple, Hilo, where Civic Convention business session will be held, as well as the "get-acquainted" dance planned by the program committee. This is a large, commodious building, with particularly handsome lodge rooms. The photograph above shows one of these halls. Below is an exterior photograph.

tives of the "other island" communities report directly to their commercial, civic and political organizations concerning the internal affairs of the committee, while, on the other hand, the entire committee now makes periodic visits to each of the other islands, it being the purpose of the committee to visit each of them at least once a year. In this way the committee obtains a clear knowledge of the scenic attractions of the outlying islands and becomes acquainted with transportation and accommodation problems.

Not very long ago, in Hilo, at a meeting of one of the leading organizations, the statement was made that there were no doubts at all as to the intent and purpose of the Hawaii Promotion Committee in its efforts to build up travel to each of the "other islands," and that the work of the committee in its elaborate tourist-inducing campaigns was fully appreciated.

Hawaii Pulls Steamer Traffic.

The island of Hawaii is extremely fortunate in having as a traveler's scenic attraction the awe-inspiring volcano of Kilauea, with its wealth of nearly attractions in the form of forests and extinct craters, as well as a superb climate. The fact that the volcano was on the island of Hawaii was the cause of one great steamship line deciding to touch first at Hilo on the trips of its vessels to Honolulu. Practically 90 per cent of the great

publicity given to the cruises of the company's steamers was devoted to the allurements of the volcano, while one of the chief officials of that company declared that in his opinion Kilauea was the greatest natural advertising asset in the world.

The Civic Convention has stirred up the communities of all the islands to understand the necessity for getting together and pulling together and being together, and being a cohesive unit in the many vital matters which affect the development, progress and general upbuilding of our territory.

Hilo is to be congratulated in elaborating on the Civic Convention to the extent that it has become regarded as one of the very important things projected for the year 1916. Everybody in the territory must attend, whether as delegates or merely as sightseers, for the County Fair idea is one which is almost peculiarly American. The county fairs in the rural districts of the United States mainland have been one of the greatest factors in bringing the people of isolated communities together. The county fair idea stimulates competition and stirs ambition. Hawaii has set the pace.

PUBLICITY MAN TELLS WHAT TO SEE NEAR HILO

(Continued from page five)

story cannot ever be doubted, because there is the very identical cave, and you have seen the very identical canoe below the bridge at the mouth of the river.

Take a look at the three cone-shaped hills on your back from the falls. They are on the right of the road, just close to the Government hotel, generally known as the jail. It was here that Maui wrested the secret of making fire from the Alae birds, whose heads and beaks bear the mark of his cruelty for all time. If you don't know that story, please go and buy a book of legends, for, believe me, they are beyond compare, delightful.

Visiting the Boiling Pots

You should go to the Boiling Pots, a mile beyond the Rainbow Falls. There is a good road most of the way, and a well-marked trail with a sign-board. We are great on sign-boards in Hawaii, and you would find it hard to lose your way anywhere now. The Boiling Pots are not only unique in their formation, but are set in a scene of rare loveliness. Go and see them, and learn their history too. Oh, there's an awful lot to learn on Hawaii. If you have time, take an automobile, a boy who knows the way, some lanterns (electric torches are not much good) and some string, and drive 5 miles to the great Kamana Caves, which run for miles and miles and miles under the lava flow of 1830-81. Believe me, it is very little trouble to get there, and they make the famous lava tube at the Volcano look like a peanut in the mouth of Honolulu's \$3,000 elephant.

automobile road, or an equal distance by train. Ride there, drive there, walk there or roll there, but get there. See Onomea and live secure in the consciousness that you have seen the very best effort the gods of old ever made in the way of sheer beauty. There is no way to describe Onomea Bay as seen from its southern pali, on the automobile road. I am no poet, and I wouldn't dare to attempt any description of Onomea, but please, take my advice again, and drive to the other side of the concrete bridge crossing the gulch, and there you will find a trail leading under a high flume. Follow the trail and in a few moments you will find yourself in the Hawaiian Paradise. Sit there between the horns of the bay and try and take it all in. Go there early or late, you will find it ever lovely beyond all words. You can think me hysterical or anything else you like, but if you are a lover of nature at her best, go to Onomea Bay. If you don't care for nature at all, then go to Onomea, and thank your God that you have been permitted to become converted. If you don't care for anything or anyone on earth, then go to Onomea Bay and get some peace and joy into your malformed soul, for the man or woman who could come away from there without some softening influence, is an hopeless case indeed.

Occident and Orient
My space and time come to an end. Don't neglect Hilo itself. Walk through the quiet main street where modern American buildings are sandwiched in between sections of the Orient. Ransack its well-stocked stores; peep into a brasserie, marble-floored bank, and next-door into a shanty where Easterns congregate in clouds of thick smoke. Dainty little shopkeepers' lots with heady eyes cluster round your very feet, their bodies swathed in kimono which outrivels the rainbow for gorgeousness, hyperbolic Chinese past and present, and all the while the war hums with automobiles and the hustle of a busy and prosperous city.

The sea waves curl and break in snowy foam along the shore; the houses hide behind masses of flowers; the old courthouse broods under its great banyan and everywhere there are ferns and palms and the contrasts which ever are the charm and glory and the compelling force of the Crescent City by the sea.

Yes, go to the County Fair and the Civic Convention. Accept all the hospitality Hilo, excels beyond all other cities in knowing how to bestow, do everything you have planned to do, but, if you love Hawaii, give yourself time to see something of the things I have tried to write about. You will never regret it and you will come back with a little more aloha in your heart for Hilo than perhaps you had there before.

And so in this way, shall you reap double benefit from your visit.

Aloha!

The War Department has spent \$14,200,000 for clothing and equipment purchased during the present mobilization.

General aviation headquarters on the largest field in the country will soon be established near Ashbyville, L. I.

Nobody knows where these caves go to. I can only tell you that a long, long way in, the air is perfectly fresh and apparently comes from the sea, and as you penetrate deeper and deeper into the very bowels of the earth, you will experience more thrills and sense more mysteries than you have ever crowded into one short hour before. Take the cave on the right hand side as you reach the foot of the stairway leading into the gulch. It is the main cave and the easiest to penetrate.

If you are fortunate enough to be a guest of a member, you will doubtless experience the delights of Hilo's Seaside Club, where you will lounge at your ease on a balcony looking out over the tropic coast, and realize that hospitality in Hilo is nothing if not thorough. The drive out there alone "is worth all the money," for it gives magnificent views of sea and mountain, and crosses old lava flows which are brim-full of interest.

Everyone knows the old saying "See Naples and die." I never understood just what that meant until I visited Naples. A strong constitution helped me to survive the smells which are the chief products of that interesting town. But now I have seen Onomea Bay and Arch, not once but many times, in fact, as often as the fates allow me to slip away from Hilo long enough, I make my way to Onomea Bay and Arch.

"See Onomea and Live"
And so I have invented an entirely original saying, "See Onomea and Live." There's nothing very brilliant in the invention and I am not even going to apply for patent rights, but when you are in Hilo, go to Onomea, only six miles or so along a perfect

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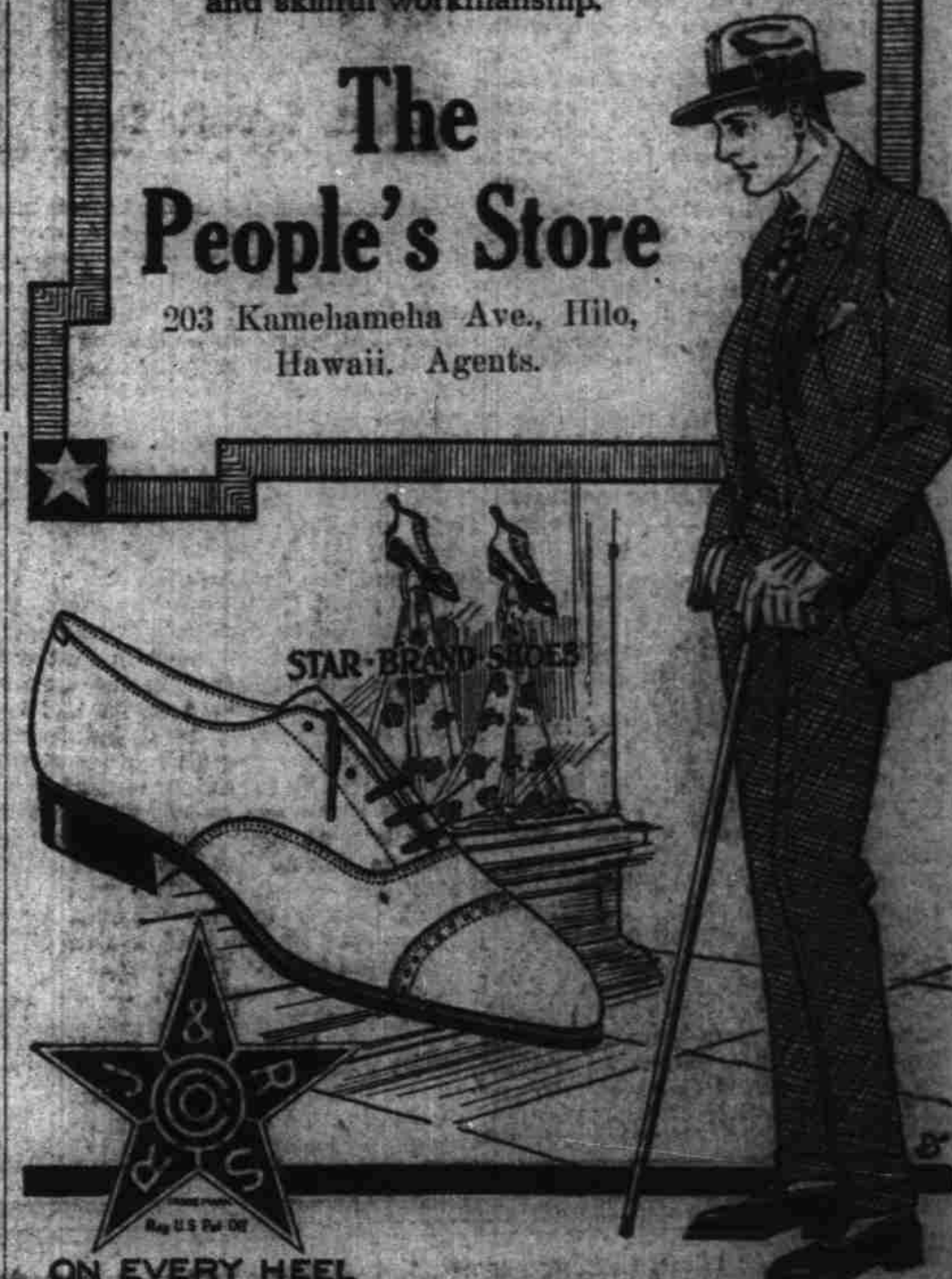
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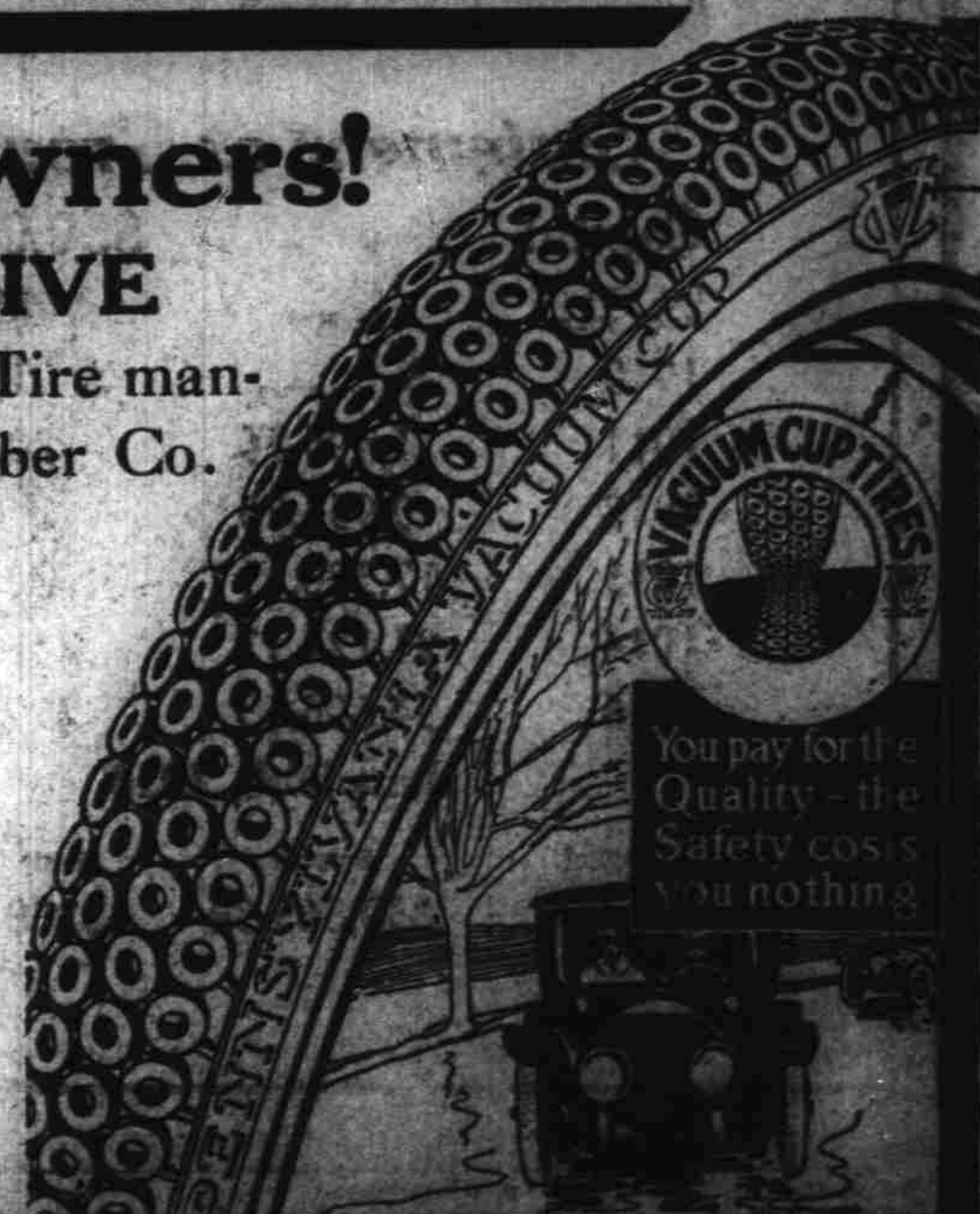
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